



MEMORANDUM

TO: Mayor and Council

FROM: Rosie Truelove, Director, Contract Management Department

DATE: July 9, 2012

SUBJECT: Aquatic Facilities Strategic Master Plan – CLMP105

At the June 28th City Council Meeting, Council voted to postpone the Aquatic Facilities Strategic Master Plan contract award to the August 2nd meeting to allow interested Council Members an opportunity to review the submittals and to get a better understanding of the scope of the project and the firms who responded to the solicitation. This memo is intended to give an overview of the project and the procurement process, as well as the procedure for reviewing the individual submittals on this solicitation.

The development of the Aquatic Facilities Strategic Master Plan will provide the Parks and Recreation Department (PARD) a guide to address existing facility needs and future development of aquatic facilities in the Austin area. The majority of PARD's existing aquatic facilities are approaching, or have exceeded their operating life span.

The geographical, environmental, recreational, historical, and cultural qualities of the existing facilities provide an opportunity for enhancement and expansion of the aquatic program for PARD and the City of Austin. The Request for Qualifications (RFQ) document developed by PARD and Contract Management Department (CMD) staff seeks a nationally recognized strategic master planning team of high caliber with specific, representative work that demonstrates a high aptitude for aquatic facility assessment, development and enhancement, at a scope and scale comparable to this project. The selected consultant shall have specialization in risk management of aquatic facilities. The consultant will also be tasked with providing PARD a comprehensive evaluation of existing aquatic facilities along with recommendations for future opportunities. The consultant must also possess expertise to evaluate existing designs and perform feasibility studies, aquatic operation services, and facility audits.

The Strategic Master Plan that results from this effort shall be used as a marketing tool to generate public interest, support, funding, and design efforts for future development of aquatic facilities and associated uses.

The selected consultant will work in partnership with the City of Austin Corporate Public Information Office and with an independent public facilitation consultant under separate contract with PARD. The public facilitation consultant services will be procured through a separate process administered through the Purchasing Office – that procurement will focus on many of the ideals outlined in Council's Resolution-20120112-067. Information gathered from both processes will be utilized to draft an aquatic facilities comprehensive master plan through a public process, with the participation of neighborhood associations and other interested stakeholders. The entire process will specifically address the need for an analysis of all existing Aquatic facilities including physical condition and historic significance; future needs assessment based on population growth projections of size and geographic distribution; inclusion of best practices for both operations and programming; and an assessment of funding sources. The master plan will keep a watchful eye towards ensuring that neighborhood pools remain open and free.

The delineation of specific responsibilities of the strategic master planning consultant and the public facilitation consultant will be determined to a higher level of detail during the scoping and fee negotiation process once the contract has been awarded. This project requires a consultant team with experience in the assessment, planning, and management of sustainable aquatic recreation facilities, with a strong emphasis in community-based project programming, as well as a working knowledge of aquatic facilities. The following are examples of consultant services that will be required, and should not be considered an all-inclusive list of services:

- Collaborate in the development of an information management plan for stakeholder and general public participation and input. Facilitation of the public input process shall be conducted by the City of Austin Corporate Public Information Office with an independent public facilitation consultant. Collectively, the strategic master planning team can anticipate many stakeholder input meetings to be attended by representatives from neighborhoods, various interest groups, and staff from various City of Austin departments.
- Provide a thorough comprehensive engineering assessment, review and analysis of existing facilities.
- Provide recommendations based on established safety and design criteria for aquatic facilities.
- Provide a review and analysis of aquatic facility uses, both formal and informal, that includes PARD facility programming and existing use agreements with outside entities. Develop recommendations for appropriate changes to various use agreements.
- Provide a review and analysis of neighborhood interests and priorities for aquatic facilities including those on property co-owned and operated with other public and private entities, such as the Austin Independent School District, the YMCA, etc.
- Provide a review and analysis of Austin's neighborhood land use patterns, history, demographics, socio-economic trends, and transportation as they may influence aquatic facility location and demand.
- Provide a review and analysis of all pertinent Zoning, Land Use, and Environmental Regulation relating to the development of aquatic recreation facilities. Include budgetary impacts to proposed improvements based on existing and proposed COA regulations as they effect development on parkland.
- Establish and prioritize, with input from entire body of stakeholders, short and long term aquatic improvement projects and programs.
- Generate and present reports and graphics at intermediate project stages that illustrate alternative development and programming recommendations.
- Provide an analysis of potential revenue generating/vending partnership opportunities for existing and proposed aquatic facilities.
- Prepare final Strategic Master Plan, which incorporates the above referenced information along with detailed narrative of project history, process, and recommendations. Final documents shall be provided in hard copy and electronic formats and shall be tailored to public viewing on the city's website.

CMD and PARD staff developed the published evaluation criteria and scoring matrix based on the established Professional Services Procurement Criteria. The evaluation criteria consisted of a total of 9 evaluation items (interviews were not required) which comprised the evaluation matrix. The criteria consisted of the following items:

Evaluation Items - Gate Keepers

Item 1 – MBE/WBE Procurement Program – Yes or No

Item 2 – Prime Firm's EEO Program – Yes or No

Evaluation Items – 100 Points

- Item 3 – Experience of Project Manager and Project Principal – 24 points max
- Item 4 – Experience and Availability of Proposed Staff – 15 points max
- Item 5 – Prime Firm's Comparable Project Experience – 15 points max
- Item 6 – Subconsultant Firms' Comparable Project Experience – 15 points max
- Item 7 – Team's Experience with Austin Issues – 8 points max
- Item 8 – Team's Structure and Project Approach – 12 points max
- Item 9 – City of Austin's Experience with Prime Firm – 11 points max

The City received five (5) responses to the solicitation. One of the firms was deemed non-responsive for failing to respond appropriately to one of the evaluation criteria items. The remaining four (4) responses were evaluated and scored by the evaluation panel, which resulted in Brandstetter Carroll, Inc. receiving the highest number of points overall and being the recommended firm for Council award.

As requested at the June 28th Council Meeting, CMD has compiled the solicitation documents and to the City Manager's Office. The documents are available for checkout and review through Jason Garza. The documents include:

- complete set of each submittal received in response to the RFQ;
- a CD containing an electronic version of each submittal;
- copy of the RFQ document;
- a confidentiality memo that must be signed by each Council Member that wishes to review the submittal information; and
- a copy of the RCA and Evaluation Matrix as presented to Council.

Please note that this procurement is considered an "Active Procurement" and as such, the documentation provided should remain confidential and the Anti-Lobbying Ordinance "No Contact" period is still in effect. If you have any questions relating to the evaluation process, please contact me at 974-3064. Thank you.

CC:

Marc A. Ott, City Manager
Michael McDonald, Deputy City Manager
Bert Lumbreras, Assistant City Manager
Anthony J. Snipes, Interim Assistant City Manager, CMO
Sara Hensley, Director, PARD
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